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ADVERTISING & DESIGN

+

Chapel Hill and Orange County Board Meeting August 23, 2023

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What's New

Overview

- ▶ Goals: Raise awareness that Chapel Hill/Orange County is a great place for an overnight stay or a day trip and increase hotel occupancy tax revenue
- ▶ Timing: July '23 - June '24

Updated Targeting

- ▶ 35-65
- ▶ North Carolina: Raleigh, Durham, Johnston County, Wake County, Wilmington, Winston-Salem, Charlotte, Greensboro, and High Point
- ▶ Virginia: Richmond-Petersburg DMA, Roanoke-Lynchburg DMA
- ▶ DC and Atlanta

Channels

- ▶ Instagram, Facebook, Display ads, SEM, Carolina Alumni Review, and TripAdvisor, Our State, Local Palate, and Spectrum TV



Goal of New Videos

- Pique the curiosity of those thinking about taking a trip to NC's Triangle and get them to put Orange County, NC on their destination list
- Help Chapel Hill, Carrboro, and Hillsborough stand out in the sea of sameness in destination advertising

Plan for Videos

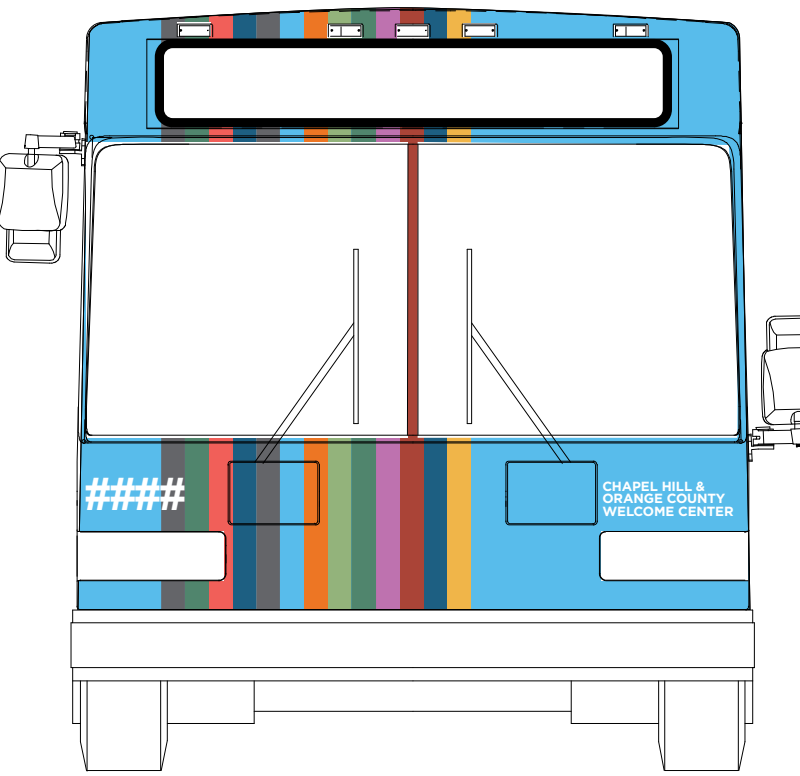
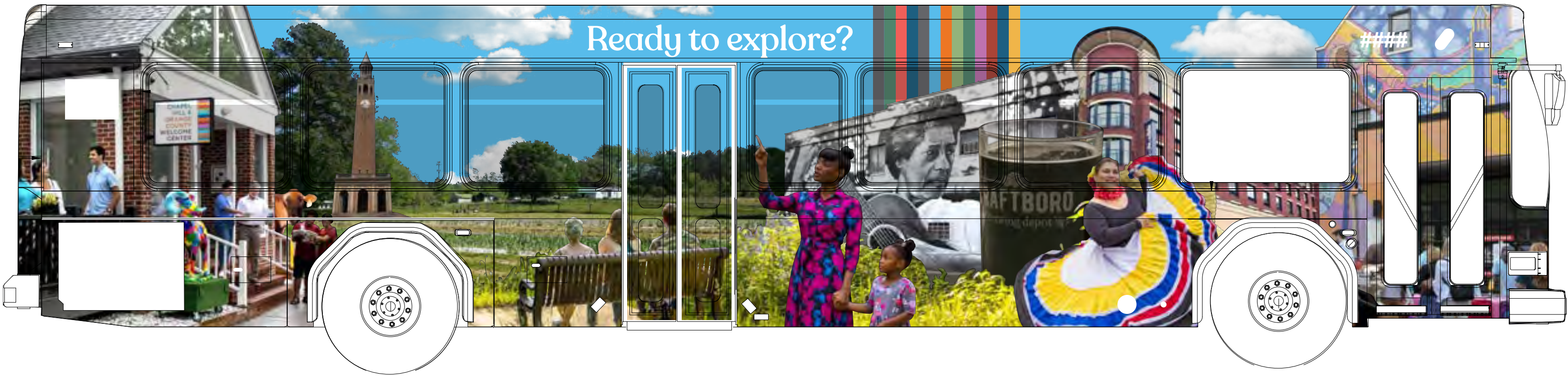
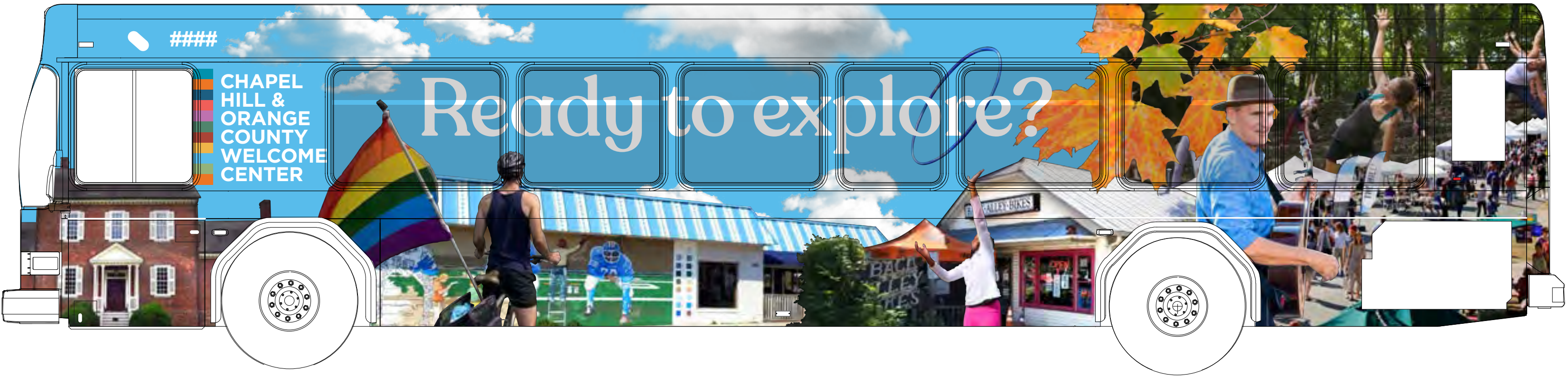
- Produce a series of short videos to introduce viewers to the people who own, operate, or work at establishments that make up the soul of Orange County, NC
- Produced in rounds of 10-15 videos

Format

- Videos will be 15-20 seconds each
- Shot and edited for widescreen and vertical for social media use
- Featured VO over b-roll
- Featured person on-camera for closing



Bus Wrap





CHAPEL HILL
HILLSBOROUGH & CARRBORO

For a meal
a century
in the making,
let curiosity
lead you here.

The eclectic food scene in Chapel Hill, Hillsborough,
and Carrboro has delighted diners for decades.
You'll find everything from century-old, comfort
food classics to unexpected international flavors. So,
bring your appetite and let curiosity lead you here.



visitchapelhill.org/restaurants



CHAPEL HILL
HILLSBOROUGH & CARRBORO

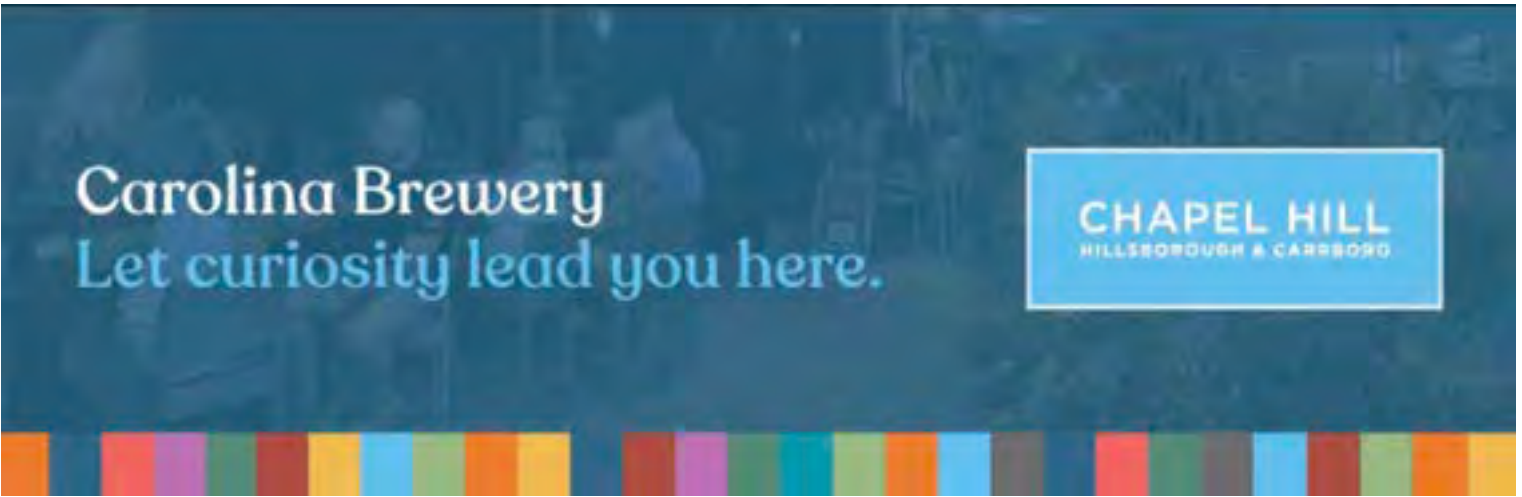
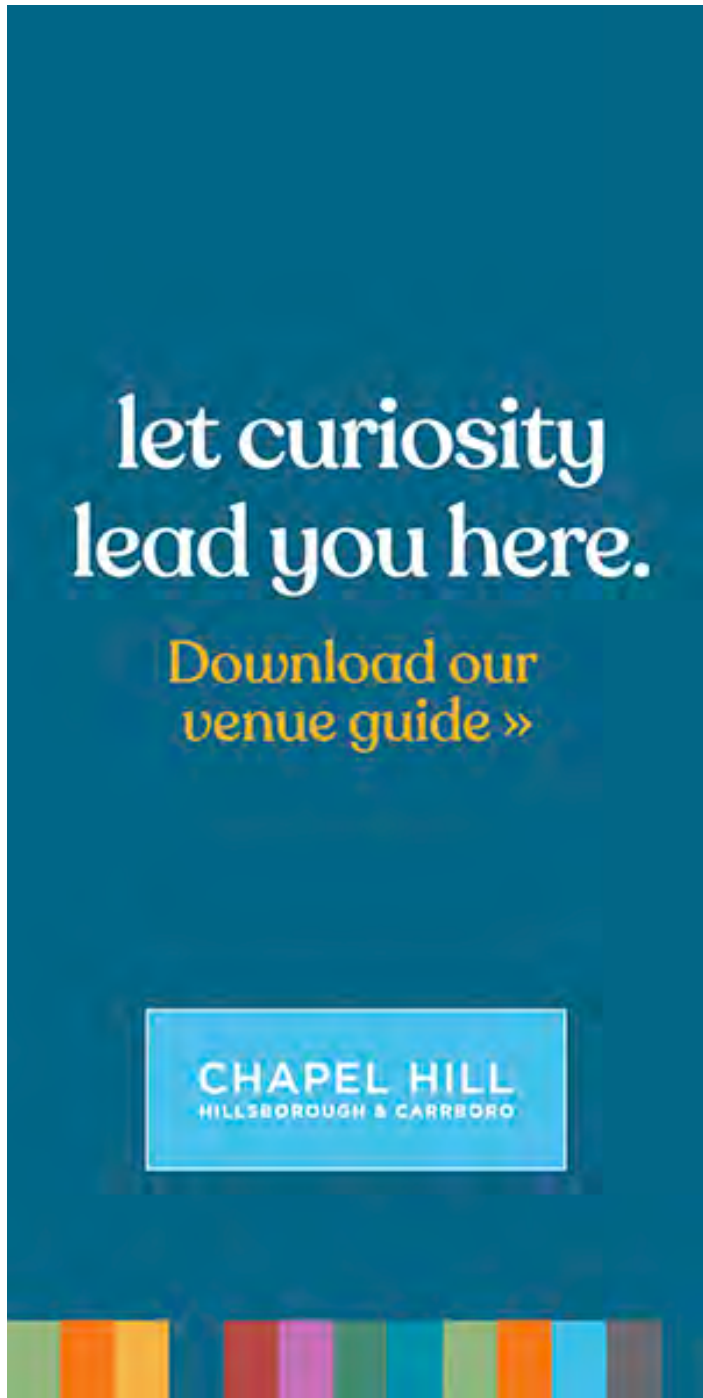
For a meal that sticks
to your memory,
let curiosity lead you here.



Diners have delighted in the eclectic food scene in Chapel Hill, Hillsborough,
and Carrboro for decades. One establishment started serving a century ago.
So, whether you want comfort food classics or something unexpected, bring
your appetite and let curiosity lead you here.

Kipos Greek Taverna

visitchapelhill.org/restaurants



Welcome to Carrboro!

A magical place where the past and present come together to create a unique, colorful, and exuberant experience.

History

In 1882, the settlement that would become Carrboro began almost as an afterthought at the University of North Carolina railroad spur directly west of Chapel Hill. Once known as West End, the area was established because Chapel Hill didn't want the railroad running through town. Soon, the mills came and a community grew.

Modern Day

Over the past 150 years, Carrboro's commitment to historic preservation has helped give the town its unique vibe. It's an eclectic mix of old and new where historic architecture and modern, progressive attitudes are celebrated.



Creative

Carrboro is known for its vibrant arts scene. America: A Guide to Galleries, Museums, and Dining" by John Villani. Stop into one of many art galleries and crafts shops around town.

Dining

Carrboro also boasts some of the best dining in Orange County. Gabe Barker, son of James Barker, and his wife Karen won the James Beard Award for Best Chef in 2015. Pizzeria Mercato in 2015 and the restaurant emphasizes locally sourced ingredients. The Carrboro Farmers' Market.

Other favorites include Tandem, Iza Venable, Venable Bistro, Coronato, Carrburrito, Restaurant & Bar, Acme Food & Beverage, and Glasshalf, to name a few.

Events

Each year Carrboro hosts dozens of special events featuring arts, film, music, and poetry festivals, and more. Some of the biggest are the annual Carrboro Music Festival and LGBTQ+ Pride in June.



Scan to learn more at www.visitcarrboro.org



Things to do for the curious in Chapel Hill





Chapel Hill is famous for having a quaint feel with a modern vibe. When you're in the heart of the beauty, get a sense of history, and feel the energy of the present — all under a clear blue sky.

Dining

The Town of Chapel Hill boasts one of the best dining scenes in the Southeast, including the James Beard award-winning chef Andrea Reusing's Lantern. Other delicious downtown options include Vimala's Curry Blossom Café, 411 West Italian, Mediterranean Deli, and MOMO's Master dumplings. Additional must-tries include Bluebird French Bistro, Elements, and Kipo's Greek Taverna. And don't miss the BLT at Merritt's Grill or a yummy cheeseburger from the 100-year-old Sutton's Drug Store.

Events

Each year Chapel Hill hosts dozens of special events featuring arts, music, culture, sports and more. Some are the UNC Science Expo, Tar Heel 10 Miler, Juneteenth Celebration, July 4th Fireworks, Summer Forest Theatre Giant Puppet Pageant, Sculpture in the Garden, Festfall Arts Markets & More, and the Holiday Parade.

University of North Carolina at Chapel Hill

Originally chartered in 1789, the cornerstone of the first building at the University of North Carolina (UNC) was laid on October 12, 1793. At the same time, an auctioneer sold off 24 nearby lots for what would become the Town of Chapel Hill. As the nation's oldest public university, UNC is the only public school to have admitted and graduated students in the 18th century.



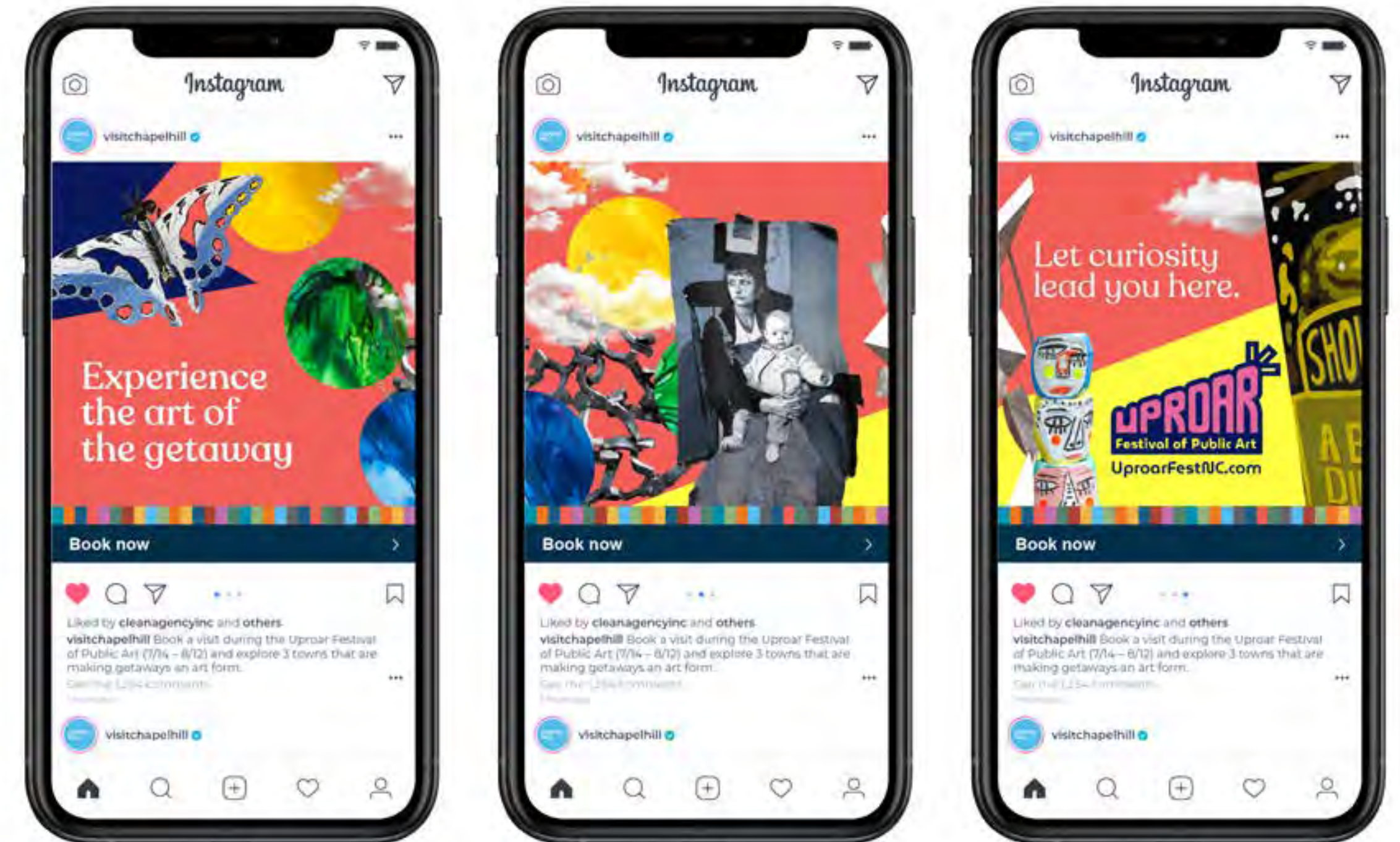
Scan to learn more at visit Chapel Hill.org/things-to-do



Uproar Campaign

Uproar Campaign Details - Digital and Spectrum

- ▶ Flight dates: July 1 – August 7th
- ▶ Raise awareness of the Uproar Festival and increase festival attendance and overnight stays
- ▶ Performance of age groups 35–65+ was even but males saw a higher impression volume
- ▶ The 'Experience' creative was the top-performing ad with a 0.10% CTR and 65% of impressions due to positive performance
- ▶ The Spectrum commercial ran for one month

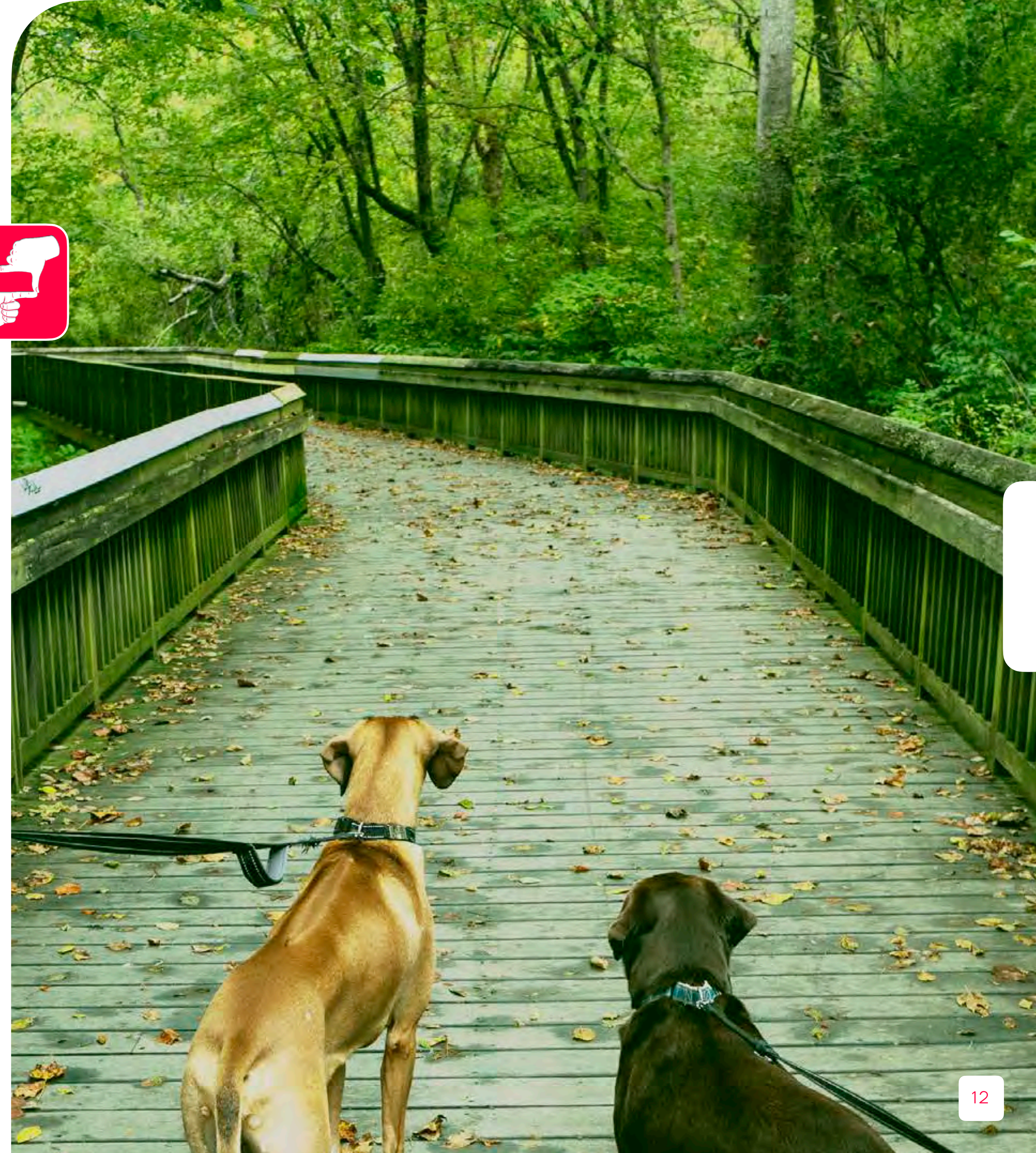




What's Next?

What's Next

- ▶ Updating creative for '23-'24 with the same look and feel, but new imagery and headlines
- ▶ Review/Approve/Launch 6-month Meetings Campaign



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Thank you!

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